

**SEND BACK THIS CARD AND WE'LL SEND YOU A FREE GIFT.**

We'd like to know what kind of people tried these cigarettes. Would you please check below, and drop in the nearest mailbox.

I am: Male ☐ Female ☐

My age is: Under 18 ☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45 & Over ☐

This card came with two packs of this kind of MERIT (Check one *only*):

Kings Regular	<input type="checkbox"/>	Ultra Lights Kings Regular	<input type="checkbox"/>
Kings Menthol	<input type="checkbox"/>	Ultra Lights Kings Menthol	<input type="checkbox"/>
100's Regular	<input type="checkbox"/>	Ultra Lights 100's Regular	<input type="checkbox"/>
100's Menthol	<input type="checkbox"/>	Ultra Lights 100's Menthol	<input type="checkbox"/>

Mail free gift to:

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (       ) \_\_\_\_\_ Offer expires 12/31/81

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NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY CARD**

FIRST CLASS PERMIT NO. 5380 NEW YORK, N.Y.

POSTAGE WILL BE PAID BY ADDRESSEE

MERIT CIGARETTES  
Attn: N. GURRY  
100 Park Avenue  
New York, N.Y. 10017



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